

## ABSTRACT

The present invention allows a program vector representing attributes of a program to be generated as follows. At a step S11, EPG data is received. At a step S12, meta data necessary for generation of a program vector PP is extracted from the EPG data. At a step S13, a morphological analysis is carried out on contents and title included in the meta data to disassemble the contents and the title into words. At a step S14, items included in the meta data are subjected to a vector creation process to generate the program vector PP. At a step S15, an effect vector is extracted on the basis of a genre of a program associated with the meta data. At a step S16, the extracted effect vector is associated with the generated program vector PP and the processing is ended. The present invention can be applied to a distribution server for distributing contents.